

Topic:
Event Attendance

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How do you increase the number of quality attendees?

Business events come in many forms - how do you decide whether a seminar, a breakfast meeting or an online event is best for your business? Our [whitepaper](#) looks at some paths to the ultimate aim of any event - revenue generation.

Business events come in many forms - networking get-togethers, seminars, webinars, and breakfast meetings to name some. The challenge for your business is to invite the right people, create a high level of interest to achieve maximum attendance and make the event memorable - in terms of the information you relay, the handouts and delivery - in order to build profitable customer relationships.

Planning is key; think about:

- Why you are holding the event?
- What is your intended message and incentive for people to come along?
- Where are you going to host the event?
- When is the best time?
- What is the event format to be?
- Who are your target audience?
- How will you manage responses and boost attendance?

- What are your plans for post event activity?

iCT is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.

Since 1992 Business Advantage has been helping hundreds of IT Vendors and their channel partners generate leads for ongoing pipelines. As part of our client's business development activity this has often meant working with their existing contact database or sourcing a new database, compiling lists of interested targets for attendance at a seminar, or calling directly to invite prospects to an event - from small local breakfast briefings to multi-national seminars. This requires precision, strict timescales and general organisation.

We thought you might benefit from the experience we have gained and we share [our whitepaper](#) with you in the hope that these tips will help avoid pitfalls and lead to better practice.